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Remarks

Claims 1-20 are currently pending in the subject application, and are presently under consideration. Claims 1, 8, 11 and 18 have been amended herein. Claims 1 and 11 have been amended for clarification purposes and to include limitations of cancelled claims 5 and 15. Claims 8 and 18 have been amended herein for clarification purposes. A clean version of all pending claims is found at pages 2-4 of this Reply. A marked up version showing claim amendments is found at page 8. Favorable reconsideration of the application is requested in view of the amendments and comments herein.

I. Rejection of Claims 1-20 Under 35 U.S.C. §102(e)

Claims 1-20 stand rejected under 35 U.S.C. §102(e) as being anticipated by Lazarus, *et al*. Withdrawal of this rejection is respectfully requested for at least the following reasons. Lazarus, *et al*. neither discloses nor suggests each and every element recited in the subject claims.

For a reference to anticipate under 35 U.S.C. §102, each and every element set forth in the claim must be found in the single prior art reference. *In re Robertson*, 169 F.3d 743, 745, 49 USPQ2d 1949, 1950 (Fed. Cir. 1999) (citing *Verdegaal Bros., Inc. v. Union Oil Co.*, 814 F.2d 628, 631, 2 USPQ2d 1051, 1053 (Fed. Cir. 1987)).

Independent claims 1 and 11 recite selecting an ad to be displayed on a web page as one of a plurality of ads within a current cluster, each of the plurality of ads having a selection probability for being displayed and transmitting information to an entity associated with the ad upon detecting activation of the ad displayed, the transmitted information comprising information regarding the current cluster. Similarly, independent claims 8 and 18 each recite a display message associated with a current cluster and having a selection probability within the current cluster for being displayed and transmitting information to an entity associated with the display message upon detecting activation of the display message, the information comprising information regarding the current cluster.

Lazarus, et al. does not disclose display selection based upon probability within a cluster let alone transmitting information regarding a current cluster upon detecting activation of an ad within the current cluster. Rather, Lazarus, et al. discloses comparing a user profile vector to entity vectors (e.g. via dot product) to select a best ad to present to a user. (Col. 5, lines 28-32, Col. 9, lines 9-59,

Col. 17, lines 59-67, Col. 26, lines 6-21). It should be noted that the entities referred to in Lazarus, *et al.* are the ads themselves (Col. 8, lines 5-9), rather than institutions associated with the ads (*e.g.* vendor, advertiser, organization or business) as in the present invention. Entity vectors of Lazarus *et al.* are normalized weighted vector sums of words or symbols in the ads. (Col. 4, lines 64-67, Col. 5, lines 1-17, Col. 7, lines 61-67, Col. 8, lines 1-67), and user profile vectors are content vectors developed with algorithms based upon user actions (Col. 5, lines 18-27, Col. 19, lines 40-48). Lazarus, *et al.* discloses that a user's profile vector is moved slightly in a direction of an entity vector when a user clicks on the ad, and that an entity vector is similarly moved slightly in a direction of a profile vector of a user when the ad is clicked on. (Col. 9, lines 63-67, Col 10, lines 4-7, Col. 26, lines 22-28). Lazarus, *et al.* does not, disclose where such vector analysis occurs (*e.g.* at an entity associated with the ad), and the vectors disclosed in Lazarus, *et al.* are different from the cluster information transmitted in the present invention. Moreover, Lazarus, *et al.* does not disclose or suggest an ad within a cluster having a selection probability for being displayed let alone transmitting cluster information regarding a current cluster upon detecting activation of a display ad as recited in the subject claims.

In the present invention, by transmitting information regarding the current cluster upon detection of activation, an advertiser can be precluded from learning specific personal information regarding a user that clicked an ad – an important privacy concern for many users – but the advertiser can learn some general information regarding the group of users the user is within, or other information by which the cluster(s) was defined. *See* page 3, lns. 13-22 of the present application. Unlike Lazarus, *et al.*, a specific user profile vector (Col. 19, lines 39-48, Col. 26, lines 6-12) need not be developed for each user - which may be cumbersome, impracticable to manage (considering the millions of users that browse web pages), and raise the aforementioned user privacy concerns.

In view of the above, it is respectfully submitted that Lazarus, *et al.* does not anticipate the subject invention as recited in independent claims 1, 8, 11 and 18 (and claims 2-7, 9, 10, 12-17, 19 and 20 which respectively depend there from), and this rejection should be withdrawn.

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II. Conclusion

The present application is believed to be condition for allowance in view of the above comments. A prompt action to such end is earnestly solicited.

In the event any fees are due in connection with this document, the Commissioner is authorized to charge those fees to Deposit Account No. 50-1063.

The Examiner is invited to contact applicants' undersigned representative over the telephone to expedite favorable prosecution of the subject application.

Respectfully submitted, AMIN & TUROCY, LLP

Himanshu S. Amin

Reg. No. 40,894

AMIN & TUROCY, LLP Himanshu S. Amin 24th Floor, National City Center 1900 East 9th Street Cleveland, Ohio 44114

MARKED OF VERSION SHOWING CLAIM AMENDMENTS

In the Claims:

Please cancel claims 5 and 15 without prejudice or disclaimer.

Please amend claims 1, 8, 11 and 18 as indicated below.

1. (Amended) A computer-implemented method comprising:

selecting an ad to be displayed on a web page as one of a plurality of ads within a current cluster, each of the plurality of ads having a respective selection probability <u>for being</u> <u>displayed</u>;

displaying the ad selected on the web page;

detecting activation of the ad displayed; and,

transmitting information to an entity associated with the ad upon detecting activation of the ad displayed, the transmitted information comprising information regarding the current cluster.

In claim 8, at line 3, insert -- for being displayed -- after "cluster".

11. (Amended) A machine-readable medium having instruction stored thereon for execution by a processor to perform a method comprising:

selecting an ad to be displayed on a web page as one of a plurality of ads within a current cluster, each of the plurality of ads having a respective selection probability <u>for being</u> <u>displayed</u>;

displaying the ad selected on the web page;

detecting activation of the ad displayed; and,

transmitting information to an entity associated with the ad upon detecting activation of the ad displayed, the transmitted information comprising information regarding the current cluster.

In claim 18, at line 4, insert -- for being displayed -- after "cluster".

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